

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING**

**PART I FIRST SEMESTER JANUARY 2011 EXAMINATIONS**

**IPU 1102 VISUAL AND PRODUCTION DIMENSIONS OF PUBLISHING I: BOOK  
DESIGN**

**TIME: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION 1 AND ANY OTHER THREE (3) QUESTIONS
  2. QUESTION 1 CARRIES 40 MARKS AND EACH OF THE OTHER QUESTIONS CARRIES 20 MARKS
  3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE WRITING
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1. Attachment IPU1102M given as part of this examination contains design elements for a front cover of a new book. Using plain paper, design the front cover as follows:
  - a) Use cover text category 1 and category 2 to form an appropriate title. Place the title in its position and show all information relating to use of typographic devices. **(8 marks)**
  - b) Place cover text category 3 appropriately, showing all typographic information. **(6 marks)**
  - c) Choose one picture from each of the four cover illustration categories and form a composite illustration. Place the composite illustration on the design, showing relevant detail. **(10 marks)**
  - d) Justify your choice for each of the pictures chosen for the composite illustrations. **(16 marks)**
2. Discuss the difference between a header and a footer, and the use to which each is put in book design.
3. Discuss the effectiveness of using colour and typographic devices in designing body text for a textbook.
4. Identify and justify the considerations that must be made before putting ideas of a textbook cover design on paper.

5. The sales and marketing department is a key player in the development of a series cover design for a Primary English course. Critique.
6. An adage in design says: “Less is more”. Assess the extent to which designers of page layouts must be guided by the adage.

**END OF PAPER**